

WHAT MAKES

PRIDE

#WhatMakesPride



What Makes Pride Social Media Toolkit

Table of Contents

Click to jump to...

[Facebook/Other](#)

[Twitter](#)

[Instagram](#)

[Instagram Stories](#)

[Download All Images](#)

“What makes Pride? We’ve been taught that pride is sinful, selfish, arrogant, deadly, but we know better. Pride is not deadly; hate is. Hate is the violence trying to make us small, silent, invisible, extinct. Pride is the extravagant, unapologetic embrace of our wholeness. Pride is the affirmation of our humanity. Pride announces we are here on our own terms. And for Pride to be real, it must confront all the hate that seeks to destroy. Pride must battle white supremacy. It must end poverty. It must uproot patriarchy. Pride must liberate, house, clothe, and build.”

Beginning June 1st and continuing each Tuesday in June, PFLAG National invites viewers to tune in to the new limited series [What Makes Pride](#), hosted by Melissa Harris-Perry. Each of the five episodes will premiere at 11:30am ET/8:30am PT every Tuesday in June on PFLAG National’s [YouTube](#) and [Facebook](#) channels, and at pflag.org/whatmakespride, with additional content on PFLAG National’s [Instagram](#) feed.

In a year marked by social upheaval, growing white supremacist movements, and a global pandemic, organizations led by and for people who are queer, transgender, Black, Indigenous, and people of color (QTBIPOC) are creating transformational change in communities. *What Makes Pride* focuses the lens on their stories, their work, and the QTBIPOC leaders who embody Pride in 2021.

“As the nation’s largest organization for families and allies of LGBTQ+ people, it’s our role to signal boost. *What Makes Pride* builds on this action, and elevates the ‘who’ behind transformational work,” said PFLAG National Executive Director Brian K. Bond. “I’m excited that so many more people will learn about these incredible organizations and leaders. We’re grateful to host Melissa Harris-Perry, the production teams with the Anna Julia Cooper Center and Bellflower Media, Tomu DJ, and especially our wonderful agency, Wear Your Voice, for their work to bring these important conversations to light.”

“I am looking forward to sharing the *What Makes Pride* series with a broad audience,” said host Melissa Harris-Perry. “These are conversations with critical voices, extraordinary artists, and effective organizers. I am so honored to have had the opportunity to host these episodes.”

What Makes Pride is a production of PFLAG National, hosted by [Melissa Harris-Perry](#). Each episode features music by [Tomu DJ](#). [Wear Your Voice](#) is the agency leading production, in partnership with the creative teams at the [Anna Julia Cooper Center](#) and [Bellflower Media](#).

Facebook and other platforms (LinkedIn, etc)

Note: All Facebook posts should tag the PFLAG National page ([@PFLAG](#))

Post Text

What makes pride? We've been taught that pride is sinful, selfish, arrogant, deadly, but we know better. Pride is not deadly. Hate is. Pride is the extravagant, unapologetic embrace of our wholeness. Join PFLAG in a celebration of Pride every Tuesday in June featuring LGBTQIA+ and BIPOC leaders and organizations. Click here to watch.

<https://pflagnation.al/WMP-FB>



[DOWNLOAD](#)

Post Text

What makes pride? Join host Melissa Harris-Perry, PFLAG, and Wear Your Voice Mag for conversations every Tuesday in June on BIPOC Pride organizations, Incarceration, Community, and Family. Click here to watch.

<https://pflagnation.al/WMP-FB>



[DOWNLOAD](#)

Post Text

New videos every Tuesday! 🏳️🌈 Join PFLAG for #WhatMakesPride a video series dedicated to uplifting QTBIPOC leaders creating transformational change in communities across the nation. Click here to watch.

<https://pflagnation.al/WMP-FB>



[DOWNLOAD](#)

For any questions regarding this partner toolkit, please contact grokisky@pflag.org

Post Text

This Pride Month, celebrate queer, transgender, Black, Indigenous, and people of color who are doing the work of transforming communities by joining PFLAG for new episodes of #WhatMakesPride every Tuesday at 11:30AM. Click here to watch.

<https://pflagnation.al/WMP-FB>

Post Text

PFLAG's #WhatMakesPride series focuses on the stories, the work, and the QTBIPOC leaders who embody Pride in 2021. Watch new episodes every Tuesday during Pride month! Click here to watch.

<https://pflagnation.al/WMP-FB>



Twitter

Post Text

What makes pride? Join @PFLAG for weekly conversations with LGBTQIA+ and BIPOC leaders and organizations during Pride Month!
#WhatMakesPride #BIPOCPride #PFLAGProud

<https://pflagnation.al/WMP-YT>



[DOWNLOAD](#)

Post Text

What makes pride? @MHarrisPerry hosts @PFLAG's #WhatMakesPride video series, featuring conversations about BIPOC Pride organizations, Incarceration, Community, and Family #BIPOCPride #PFLAGProud

<https://pflagnation.al/WMP-YT>



[DOWNLOAD](#)

Post Text

New videos every Tuesday! 🏳️ @PFLAG's #WhatMakesPride video series uplifts QTBIPOC leaders who are creating transformational change in communities. #BIPOCPride #PFLAGProud

<https://pflagnation.al/WMP-YT>



[DOWNLOAD](#)

For any questions regarding this partner toolkit, please contact grokisky@pflag.org

Post Text

This Pride Month, celebrate queer, transgender, Black, Indigenous, and people of color who are doing the work of transforming communities by joining @PFLAG for new episodes of #WhatMakesPride every Tuesday at 11:30AM #BIPOCPride #PFLAGProud

<https://pflagnation.al/WMP-YT>



[DOWNLOAD](#)

Post Text

@PFLAG's #WhatMakesPride series highlights the stories, the work, and the QTBIPOC leaders who embody Pride in 2021. Watch new episodes every Tuesday during Pride month! #BIPOCPride #PFLAGProud

<https://pflagnation.al/WMP-YT>



[DOWNLOAD](#)

Post Text

Want to learn more about the amazing QTBIPOC leading the movement today? Watch @PFLAG's What Makes Pride video series! 🏳️‍🌈 #WhatMakesPride #BIPOCPride #PFLAGProud

<https://pflagnation.al/WMP-YT>

[NO IMAGE]

Instagram

Note: all Instagram posts should tag (@PFLAG)

Optional Link in Bio: pflag.org/WhatMakesPride

Post Text

What makes pride? We've been taught that pride is sinful, selfish, arrogant, deadly, but we know better. Pride is not deadly. Hate is. Pride is the extravagant, unapologetic embrace of our wholeness. Join PFLAG in a celebration of Pride every Tuesday in June featuring LGBTQIA+ and BIPOC leaders and organizations 🏳️‍🌈



[DOWNLOAD](#)

Post Text

What makes pride? Join host Melissa Harris-Perry, @PFLAG, and Wear Your Voice Mag for conversations every Tuesday in June on BIPOC Pride organizations, Incarceration, Community, and Family 🏳️‍🌈



[DOWNLOAD](#)

Post Text

New videos every Tuesday! 🏳️‍🌈 Join @PFLAG for #WhatMakesPride a video series dedicated to uplifting QTBIPOC leaders creating transformational change in communities across the nation.



[DOWNLOAD](#)

For any questions regarding this partner toolkit, please contact grokisky@pflag.org

Post Text

This Pride Month, celebrate queer, transgender, Black, Indigenous, and people of color who are doing the work of transforming communities by joining @PFLAG for new episodes of #WhatMakesPride every Tuesday at 11:30AM 🏳️‍🌈



[DOWNLOAD](#)

Post Text

@PFLAG's #WhatMakesPride series focuses on the stories, the work, and the QTBIPOC leaders who embody Pride in 2021. Watch new episodes every Tuesday during Pride month! 🏳️‍🌈



[DOWNLOAD](#)

Hashtag Gallery

#WhatMakesPride #BIPOCPride #PFLAGProud
#pridemonth #pride #blacklivesmatter #lgbtpride
#blackpride #transpride #bipoc #qtpoc
#pridemonth2021 #lgbtqpride #happypridemonth
#transgenderpride #queerpride
#blacklivesmattermovement #lgbtpridemonth
#justice #socialjustice #equity #trans #queer
#bisexual #lesbian #gay #nonbinary #pride2021
#pridemonth

Use these
hashtags in the
comments on
your post!

Instagram Stories

Link in Bio: pflag.org/WhatMakesPride

For any questions regarding this partner toolkit, please contact grokisky@pflag.org



[DOWNLOAD](#)



[DOWNLOAD](#)



[DOWNLOAD](#)

[Download All Images](#)

For any questions regarding this partner toolkit, please contact grokisky@pflag.org